

ORDER



Orders
Order / Rev: 710932
Alt Order #: 06301956
Product Desc: GTF VOTE NO ON 7
Estimate: 1289
Flight Dates: 08/31/12 - 09/06/12
Original Date / Rev: 08/30/12 / 08/30/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Get the Facts- Vote No on 7
Demographic: A35+
Product Codes: IS-Issue/Ballot
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/06/12	192	\$334,300.00	\$284,155.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	192	\$334,300.00	\$284,155.00	0.00
Totals	192	\$334,300.00	\$284,155.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	08/31/12	08/31/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	----F--	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	----F--			2			\$650.00		0.00			
E 2	WUSA	08/31/12	08/31/12	CBS This Morning CBS This Morning	CM	7-9a	----F--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	----F--			2			\$350.00		0.00			
E 3	WUSA	08/31/12	08/31/12	9-930a Inside Edition	CM	9-930a	----F--	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	----F--			2			\$300.00		0.00			
E 4	WUSA	08/31/12	08/31/12	10-11a Let's Make a Deal	CM	10-11a	----F--	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	----F--			1			\$700.00		0.00			
E 5	WUSA	08/31/12	08/31/12	Price Is Right The Price is Right	CM	11a-12p	----F--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	----F--			2			\$1,200.00		0.00			
E 6	WUSA	08/31/12	08/31/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	----F--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	----F--			2			\$1,200.00		0.00			

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WUSA	08/31/12	08/31/12	DT Daytime	CM	9a-3p (12:30 PM-3:00 PM)	----F--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	----F--		3				\$1,000.00		0.00			
E 8	WUSA	08/31/12	08/31/12	3-4p The Doctors	CM	3-4p	----F--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	----F--		2				\$600.00		0.00			
E 9	WUSA	08/31/12	08/31/12	4-5p Dr. Phil	CM	4-5p	----F--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	----F--		2				\$800.00		0.00			
E 10	WUSA	08/31/12	08/31/12	9 News @ 5p 9 News @ 5p	CM	5-6p	----F--	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	----F--		2				\$800.00		0.00			
E 11	WUSA	08/31/12	08/31/12	9 News @ 6p 9 News @ 6p	CM	6-630p	----F--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	----F--		2				\$1,200.00		0.00			
E 12	WUSA	08/31/12	08/31/12	CBS Evening News CBS Evening News	CM	630-7p	----F--	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	----F--		1				\$4,500.00		0.00			
E 13	WUSA	08/31/12	08/31/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	----F--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	----F--		2				\$1,200.00		0.00			
E 14	WUSA	08/31/12	08/31/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	----F--	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	----F--		2				\$2,500.00		0.00			
E 15	WUSA	08/31/12	08/31/12	Letterman Late Night with David Letterman	CM	1135P-1237A	----F--	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	----F--		2				\$900.00		0.00			
E 16	WUSA	08/31/12	09/02/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	----FSS	:30	6	\$2,750.00	P-2	0.00	NM	6	\$16,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	----FSS		6				\$2,750.00		0.00			
E 17	WUSA	08/31/12	08/31/12	Fri Prime B CSI: NY	CM	9-10P	----F--	:30	2	\$6,000.00	P-1	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	----F--		2				\$6,000.00		0.00			
E 18	WUSA	08/31/12	08/31/12	Fri Prime C Blue Bloods	CM	10-11P	----F--	:30	2	\$8,000.00	P-1	0.00	NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	----F--		2				\$8,000.00		0.00			
E 19	WUSA	09/01/12	09/01/12	8-10a Sa CBS This Morning CBS This Morning: Saturday	CM	8-10AM	-----S-	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S-		4				\$300.00		0.00			
E 20	WUSA	09/01/12	09/01/12	9 News @ 6p Sat 9 News @ 6p Sat	CM	Sat 6-630p	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S-		1				\$600.00		0.00			
E 21	WUSA	09/01/12	09/01/12	Sat Prime A Crimetime Saturday	CM	8-9P	-----S-	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	WUSA	09/01/12	09/01/12	Sat Prime A Crimetime Saturday	CM	8-9P	-----S-	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S-			2		\$2,500.00		0.00				
E 22	WUSA	09/01/12	09/01/12	Sat Prime B 48 Hours Mystery	CM	9-10P (9:00 PM-10:00 PM)	-----S-	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S-			2		\$3,000.00		0.00				
E 23	WUSA	09/01/12	09/01/12	Sat Prime C 48 Hours Mystery	CM	10-11P (10:00 PM-11:00 PM)	-----S-	:30	2	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S-			2		\$3,500.00		0.00				
E 24	WUSA	09/01/12	09/01/12	LF 1135p-1235a Criminal Minds	CM	1135P-1235A	-----S-	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S-			2		\$600.00		0.00				
E 25	WUSA	09/02/12	09/02/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S			1		\$3,000.00		0.00				
E 26	WUSA	09/02/12	09/02/12	Sun Prime C The Good Wife	CM	9-10P	-----S	:30	2	\$7,000.00	P-2	0.00	NM	2	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S			2		\$7,000.00		0.00				
E 27	WUSA	09/02/12	09/02/12	Sun Prime D The Mentalist	CM	10-11P	-----S	:30	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S			2		\$5,000.00		0.00				
E 28	WUSA	09/02/12	09/02/12	1135p-1205a Sports Plus Sports Plus	CM	1135P-1205A	-----S	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S			2		\$750.00		0.00				
E 29	WUSA	09/03/12	09/06/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWT---	:30	8	\$650.00	P-2	0.00	NM	8	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	MTWT---			8		\$650.00		0.00				
E 30	WUSA	09/03/12	09/06/12	CBS This Morning CBS This Morning	CM	7-9a	MTWT---	:30	8	\$350.00	P-2	0.00	NM	8	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	MTWT---			8		\$350.00		0.00				
E 31	WUSA	09/03/12	09/06/12	9-930a Inside Edition	CM	9-930a	MTWT---	:30	8	\$300.00	P-1	0.00	NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	MTWT---			8		\$300.00		0.00				
E 32	WUSA	09/03/12	09/06/12	10-11a Dr. Phil M, F/Let's Make a Deal	CM	10-11a	MTWT---	:30	5	\$700.00	P-1	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	MTWT---			5		\$700.00		0.00				
E 33	WUSA	09/03/12	09/06/12	Price Is Right The Price is Right	CM	11a-12p	MTWT---	:30	8	\$1,200.00	P-1	0.00	NM	8	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	MTWT---			8		\$1,200.00		0.00				
E 34	WUSA	09/03/12	09/06/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWT---	:30	6	\$1,200.00	P-1	0.00	NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	MTWT---			6		\$1,200.00		0.00				
E 35	WUSA	09/03/12	09/06/12	DT Daytime	CM	9a-3p (12:30 PM-3:00 PM)	MTWT---	:30	16	\$1,000.00	P-2	0.00	NM	16	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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E 35	WUSA	09/03/12	09/06/12	DT Daytime	CM	9a-3p (12:30 PM-3:00 PM)	MTWT---	:30	16	\$1,000.00	P-2	0.00	NM	16	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	MTWT---		16				\$1,000.00		0.00			
E 36	WUSA	09/03/12	09/06/12	3-4p The Doctors	CM	3-4p	MTWT---	:30	8	\$600.00	P-2	0.00	NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	MTWT---		8				\$600.00		0.00			
E 37	WUSA	09/03/12	09/06/12	4-5p Dr. Phil	CM	4-5p	MTWT---	:30	8	\$800.00	P-2	0.00	NM	8	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	MTWT---		8				\$800.00		0.00			
E 38	WUSA	09/03/12	09/06/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWT---	:30	8	\$800.00	P-1	0.00	NM	8	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	MTWT---		8				\$800.00		0.00			
E 39	WUSA	09/03/12	09/06/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWT---	:30	8	\$1,200.00	P-1	0.00	NM	8	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	MTWT---		8				\$1,200.00		0.00			
E 40	WUSA	09/03/12	09/06/12	CBS Evening News CBS Evening News	CM	630-7p	MTWT---	:30	2	\$4,500.00	P-2	0.00	NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	MTWT---		2				\$4,500.00		0.00			
E 41	WUSA	09/03/12	09/06/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWT---	:30	8	\$1,200.00	P-1	0.00	NM	8	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	MTWT---		8				\$1,200.00		0.00			
E 42	WUSA	09/03/12	09/06/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MTWT---	:30	8	\$2,500.00	P-1	0.00	NM	8	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	MTWT---		8				\$2,500.00		0.00			
E 43	WUSA	09/03/12	09/06/12	Letterman Late Night with David Letterman	CM	1135P-1237A	MTWT---	:30	8	\$900.00	P-2	0.00	NM	8	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	MTWT---		8				\$900.00		0.00			
E 44	WUSA	09/03/12	09/06/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWT---	:30	8	\$2,750.00	P-2	0.00	NM	8	\$22,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	MTWT---		8				\$2,750.00		0.00			
E 45	WUSA	09/03/12	09/03/12	Mon Prime C Hawaii Five-0	CM	10-11P	M-----	:30	2	\$7,500.00	P-2	0.00	NM	2	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	M-----		2				\$7,500.00		0.00			
E 46	WUSA	09/04/12	09/04/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	2	\$10,000.00	P-2	0.00	NM	2	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-T-----		2				\$10,000.00		0.00			
E 47	WUSA	09/04/12	09/04/12	Tue Prime B NCIS: Los Angeles	CM	9-10P	-T-----	:30	2	\$8,500.00	P-2	0.00	NM	2	\$17,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-T-----		2				\$8,500.00		0.00			
E 48	WUSA	09/04/12	09/04/12	Prime Political Program RNC	CM	Tu-Th 10-11p	-T-----	:30	2	\$7,500.00	P-1	0.00	NM	2	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-T-----		2				\$7,500.00		0.00			
													Totals	192	\$334,300.00